

Get the Most from Your Advertising Dollars with LOCATOR's Comprehensive Products

LOCATOR Directory (Print & Electronic)

- ◆ Machinery Listings & Display Ads

LOCATOR Dealer Lead Service

- ◆ Machinery FOR SALES & WANTEDs
- ◆ Display Ads

LOCATOR Mailing List Rentals

- ◆ Manufacturers
- ◆ Dealers

LocatorOnline.com

- ◆ Machinery Listings
- ◆ Web-Only Listings
- ◆ Featured Machines
- ◆ Highlighted Machines
- ◆ Low-Cost Machines
- ◆ LOCATOR Toolbox
- ◆ Banner Ads



Rates, Terms & Conditions Effective January 1, 2008

Take advantage of LOCATOR's extensive products and comprehensive reach to maximize your exposure in the marketplace. Contact Sales at 703.836.9700, ext. 140. Or email Sales@LocatorOnline.com.

LOCATOR Directory Monthly Directory (printed and electronic)

The **LOCATOR** directory's circulation totals 200,000 and is primarily a controlled list. Unduplicated records total 175,000 in the United States and 30,000 outside of the United States (December 2007). Distribution is on a rotational basis, determined by formulated selection criteria. A minimum of 45,000 copies are disseminated each month. An additional 22,000+ directories are distributed electronically each month.

DIRECTORY ADVERTISING RATES

Listings (Used Machinery Dealers Only)

Quantity	Price	Quantity	Price	Quantity	Price	Quantity	Price	Quantity	Price
1	\$89.90	24	237.20	47	397.90	70	536.60	93	672.90
2	89.90	25	244.20	48	404.90	71	542.50	94	678.80
3	89.90	26	251.30	49	411.80	72	547.40	95	684.70
4	89.90	27	258.30	50	418.90	73	553.40	96	690.70
5	89.90	28	265.40	51	422.80	74	559.40	97	696.70
6	105.80	29	272.40	52	428.80	75	565.30	98	702.70
7	114.10	30	279.40	53	434.80	76	571.30	99	708.70
8	122.40	31	285.90	54	440.80	77	577.30	100	713.90
9	130.70	32	292.80	55	446.90	78	583.30	125	833.50
10	139.00	33	299.80	56	452.80	79	589.20	150	952.90
11	146.00	34	306.90	57	458.70	80	595.10	175	1,073.00
12	153.00	35	313.90	58	464.70	81	601.10	200	1,193.20
13	160.00	36	320.80	59	470.70	82	607.10	225	1,306.50
14	167.00	37	327.80	60	476.70	83	613.10	250	1,419.80
15	174.10	38	334.90	61	482.70	84	619.10	275	1,533.20
16	181.10	39	341.80	62	488.70	85	625.10	300	1,646.40
17	188.10	40	348.90	63	494.70	86	631.00	325	1,755.70
18	195.20	41	355.90	64	500.70	87	637.00	350	1,865.00
19	202.20	42	363.00	65	506.60	88	643.00	375	1,974.20
20	209.20	43	369.90	66	512.60	89	649.00	400	2,083.40
21	216.20	44	376.90	67	518.60	90	654.90	450	2,301.90
22	223.30	45	383.90	68	524.60	91	660.90	500	2,520.30
23	230.30	46	390.90	69	530.60	92	666.90	550	2,725.30

Used Machinery Dealers & Service Providers Display Ads

Available to used machinery dealers and service providers, ads print in listing section and are placed by UMCC Code.

1/2 Page \$516	1/4 Page \$275	1/6 Page \$188	1/12 Page \$101
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Section One & Covers – Display Ads

Inside Cover Front/Back \$1,350	Page 1, 2, 3 & Last Page \$1,020	Back Cover Top 1/3 \$1,470	Back Cover Middle 1/3 \$1,350
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Dealer Specials • The Mart • Auctions – Display Ads

Frequency pricing applies to contracts only.

Full \$985	1/2 \$587	1/4 \$330	Bus. Card \$220
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LocatorOnline.com Banner Ads

Directory advertisers may place banners ads on the LocatorOnline.com website, based on UMCC selection. Each banner ad will rotate at the top of the appropriate web pages, broader search category and on the dealer's View All Listings page. A six-month commitment is required.

Homepage Top	\$350	Homepage Rightside	\$195
Broad Category	350	UMCC Category	100
Creative (one-time)	135	Set-up Fee (one-time)	50

LocatorOnline.com Web-Only Listings

Applies to directory advertisers only. Rates are calculated based on total expenditure for directory advertising. Includes photos and specifications.

Web-Only Per Listing Rate	Total LOCATOR Directory Invoice
\$2.25	\$90 - \$150
2.00	151 - 300
1.75	301 - 550
1.50	551 - 800
1.25	801 - 1,200
1.00	1,201 - 2,000
0.75	2,001+

LocatorOnline.com Featured and Highlighted Machines

Through the Dealers' Back Office of the website, advertisers may designate machines as "Featured" or "Highlighted." Featured machines appear at the top of search results and may include video, PDF and price; featured items are also designated within the regular results. Highlighted machines are shown in the regular search results.

Featured Machine	\$49.95/mo.	Highlighted Machine	\$4.95/mo.
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Machines for \$3,995 or Less and LOCATOR Toolbox Sections

Listings in these special sections of LocatorOnline.com include photos, specifications and prices. The monthly rate is 50¢ per item. These sections are available to directory advertisers only.

Deadlines

LOCATOR Directory Display Ads	7th of each month
LOCATOR Directory Machinery Listings	10th of each month
LocatorOnline.com	At your discretion

LocatorOnline.com Rightside Banner Ads

Designed for service providers and support organizations, rightside banner ads rotate in positions along the right side of web pages, excluding the home page. A six-month commitment is required.

Banner ad all categories and 1-12 page directory ad	\$575/mo.
Banner ad single machinery category and 1-12 page directory ad	175/mo.
Banner ad all categories	500/mo.
Banner ad single machinery category	100/mo.
Optional creative (one-time)	135
Set-up fee (one-time)	50

Mailing List Rentals

Locator Services' circulation database of almost 200,000 is available for rental. Specify by name, company or title and select through criteria, including SIC, plant size and region. Lists are delivered directly to an eligible mail house for one-time use.

Service	Rate	Unit
Processing/List Set-Up	\$78.00	Per List
List Rental Minimum Charge	180.00	Per List
Standard List Rental (Advertiser)	\$50.00	Per 1,000
Standard List Rental (Regular)	67.00	Per 1,000
Special List Rental (Advertiser)	\$60.00	Per 1,000
Special List Rental (Regular)	80.00	Per 1,000
U.S. Dealers List	\$155.00	Per Order
U.S./Canadian Dealers List	178.00	Per Order
Selection Fee (Special Criteria)	\$12.00	Per 1,000
Merge/Purge of Lists	\$22.00	Per 1,000
Minimum Merge/Purge	94.00	Per Order
Electronic Format (Email)	\$28.00	Per Order
Guarantee (credit against future order) (Per undeliverable within 45 days of order)	\$0.20	Per Item

LOCATOR Dealer Lead Service (DLS)

Locator Services sends regular email broadcasts that list machinery Wanted or For Sale by dealers and end-users. Full-color display ads are also available (e.g., auctions and liquidations). Regular broadcasts are scheduled for Monday and Wednesday nights with special alerts sent as needed. Dealers may submit Wanted or For Sale machines through LocatorOnline.com's Dealers' Back Office or by faxing details to +1 703 836 7665. Display ads should be emailed in PDF format to ListAdmin@LocatorOnline.com.

Machinery Listings Per Broadcast

First "For Sale" Item	\$16.00
Subsequent "For Sale" Items (each)	5.50
First "Wanted" Item	16.00
Subsequent "Wanted" Items (each)	5.50

Display Ads Per Broadcast

Full Page	\$240
Half Page	160
Quarter Page	85

LOCATOR Dealer Lead Service Noon, Mondays & Wednesdays
Note: Web-only listings, banner ads, featured and highlighted machines bill per calendar month.

LOCATOR TERMS & CONDITIONS

1. Directory listings and display ads are self-renewing. Unless you notify us in writing prior to the deadline for the next directory (the 10th of each month), your listings and/or display ads will continue to run and you will be liable for applicable advertising fees.
2. Payment terms for all Locator Services invoices are net 30 days.
3. A 5% prompt-payment discount is available to all advertisers who are current and pay in full within 30 days of the invoice date.
4. Payment may be made by check or recurring credit card authorization.
5. A \$25 fee will be charged for checks returned for non-sufficient funds (NSF).
6. Non-U.S. advertisers must remit payment in net U.S. dollars without charge to Locator Services.
7. New advertisers and agencies must pre-pay their first insertions. Upon approval of credit, advertisers will be invoiced following the closing date of the publication.
8. No advertiser with an invoice more than 60 days outstanding will be permitted to advertise in LOCATOR, and LocatorOnline.com website privileges will be suspended.
9. Certain frequency discounts apply to contracted display advertising. You will be billed at the one-time rate unless you enter into a contract (where available).
10. Locator Services must receive changes by the published deadlines. Otherwise, listings and/or display ads will run according to their previously submitted specifications, and you will be responsible for payment.
11. Locator Services will make changes to listings and display ads that are submitted by the deadline in writing or made through the Dealers' Back Office (DBO) of the website. Please include clear instructions. Only changes received in writing or through the DBO will be made.
12. Display ads must be submitted electronically in black only in .pdf, .tif, or .eps format. Please include copies of the postscript fonts used in the ad. Please fax or mail printed copies of ads for reference.
13. An hourly creative fee may apply when ads are developed by Locator Services or when established ads undergo major changes.
14. LOCATOR directory listings and display ads are automatically included in the electronic version of the directory, which is distributed via email at the beginning of each month.
15. LOCATOR directory listings are automatically included on the companion website, LocatorOnline.com. No listings will appear on the website for advertisers with invoices beyond 60 days outstanding.
16. Banner ads are self-renewing for six-month terms unless cancelled in writing.
17. Locator Services will create your web ads for review and approval. Fees may apply.
18. LOCATOR Dealer Lead Service (DLS) machinery listings submitted by used machinery dealers will be invoiced as published when submissions are made by fax, email or through the LocatorOnline.com website.
19. Advertisers assume liability for the content of their advertisements and agree to indemnify and hold harmless Locator Services, Inc., its officers, agents and employees against expenses, including legal fees and losses resulting from the publication of their advertisements, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
20. Locator Services accepts no responsibility for errors in the geographic listing of advertisers, listings, or display ads or in the ad material supplied by advertisers.
21. Locator Services reserves the right to deny advertising for any reason whatsoever.
22. Listing advertisers may manage listings through the LocatorOnline.com Dealers' Back Office (DBO) and take advantage of LOCATOR Direct email service to other advertisers.
23. Listing advertisers may add additional machines to the website through the DBO for a nominal monthly fee, based on the advertiser's total directory billing. Photos and spec sheets may also be added through the DBO. It is the responsibility of the advertiser to keep web-only listings up-to-date.
24. Agency commissions of 15% will be granted to bona fide agencies for directory display ads only, provided payment is received within 30 days of the invoice date. No other discounts apply. To qualify, the agency must provide final electronic files for each ad in .tif, .eps or print-quality .pdf format.
25. Locator Services accepts insertion orders from agencies with the understanding that the agency is acting as the advertiser's representative. Locator holds the agency and advertiser, jointly and severally responsible for all space costs, position and mechanical service charges incurred by either agency or advertiser.
26. An insertion order placed by an agency represents acceptance by the agency and advertiser of all Terms & Conditions set forth herein. Locator Services is not bound by conflicting instructions or conditions written or otherwise that conflict with the Terms & Conditions herein, nor is Locator Services bound by conflicting contracts or orders received from agency and advertiser.